The Fifth Estate

RADIO TELEVISION CABLE SAT

Broadcasting Sep 7

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TELEVISION IN THE PEOPLEMETER AGE

Vol. 113 No. 10

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WEEK ONE WITH PEOPLEMETERS □ Nielsen and AGB peoplemeter systems officially debuted last week, with lower numbers than old sample and numerous glitches. Assessment of new ratings system by broadcast networks, cable industry, program producers, advertising community and others in Fifth Estate begins on **PAGE 35.**

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CALIFORNIA-BOUND □ Radio broadcasters head to Anaheim, Calif., this week (Sept. 9-12) for NAB Radio '87's workshops and seminars on engineering, formats, management, sales and current issues. Overview, agenda and list of exhibitors begin on **PAGE 49.**

RATING RADIO □ Adult contemporary remains top format in 1987, according to BROADCASTING's annual ratings survey based on Arbitron spring 1987 meter rankings. List of radio's top 10 stations in top 50 markets begins on **PAGE 70.**

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TAKING CARE OF BUSINESS □ Business news finds larger television profile as broadcasters target up-scale business-minded viewers. **PAGE 90.**

CABLE ON THE HIGH ROAD □ Cable executives met at Eastern Cable Show in Atlanta last week, where cable's competition was cited and copyright, cable ownership debated. **PAGE 91.**

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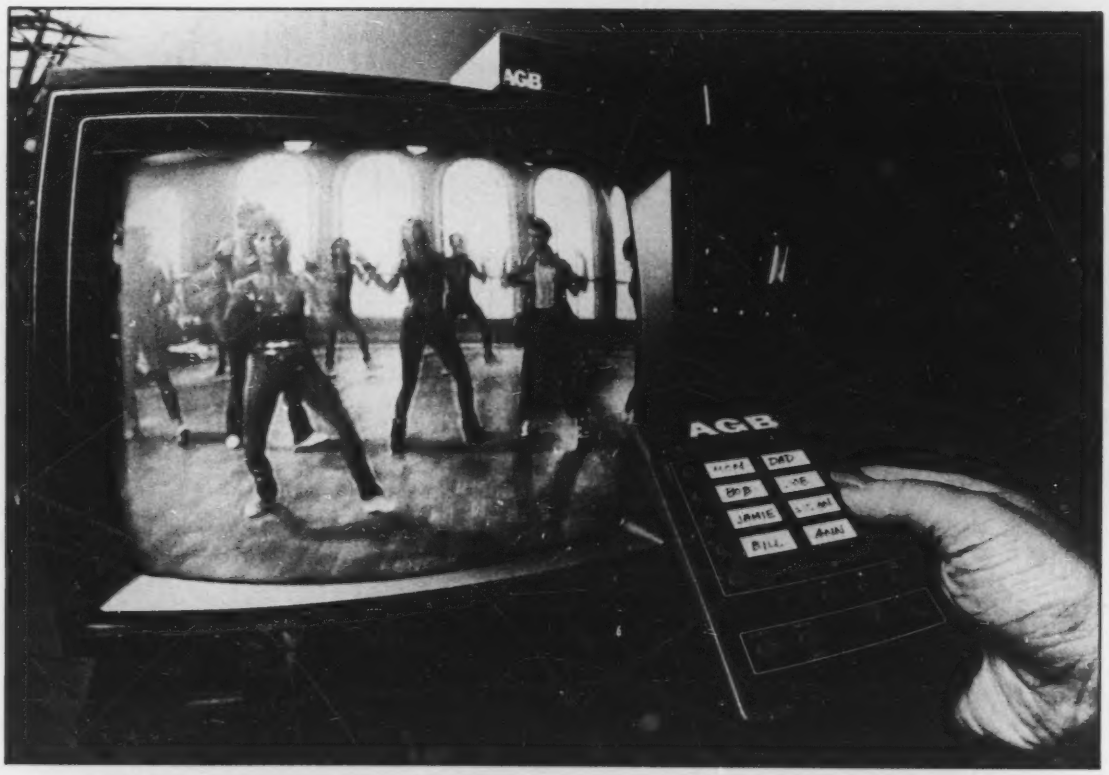
TOP OF THE WEEK



TELEVISION IN THE PEOPLEMETER AGE

Nielsen and AGB peoplemeter systems debut with numbers lower than old sample; glitches numerous in week one

Nielsen and AGB peoplemeter systems made their official debuts last week, despite continuing problems in the samples of the new TV audience measurement services. Both systems reported lower ratings generally than the ratings of Nielsen's outgoing audimeter/diary system in prime time. AGB's new system, which generated numbers for the first time last week (Nielsen has been publishing test data for the past year), showed lower numbers than either Nielsen's peoplemeter system or Nielsen's outgoing service, which has been the standard of television audience measurement for more than 30 years.

The AGB data was challenged by the networks, but AGB stood by its numbers last week, although it characterized them as "preliminary." Network executives said Nielsen's peoplemeter ratings last week contained no surprises or real differences from the peoplemeter ratings the company has published over the past several months.

Nielsen has been publishing peoplemeter reports for the past year. Since July 1, those reports have been based on a sample of 2,000 homes, although the numbers last week were based on usable data from about 1,700 homes. Last Tuesday (Sept. 1) marked the start of daily delivery of national household and demographic ratings by both Nielsen and AGB.

But both ratings companies experienced problems delivering their first sets of numbers last Tuesday. Nielsen inadvertently omitted reporting an entire region of CBS station results in compiling its Monday nationals and had to reissue the numbers. Company officials said it was a one-time mishap that could have happened under the audimeter/diary (A/D) system as well. AGB was a day late in issuing any numbers as it scrambled to deal with technical glitches. The company was working around the clock last week to solve some deficiencies in its affiliate program clearance process, cited by many as the most likely reason for the lower ratings showing up on its reports.

Both companies also had problems with their sample bases last week. AGB was unable to get usable data from about 500 homes in which it has installed meter equipment and relied last week on a sample of just

1,300 homes supplying usable data. It had indicated to clients that it would have an on-line sample base of 2,000 homes by Sept. 1. Last week, Michael Poehner, president and chief executive officer, AGB Television Research, the U.S. arm of the London-based company, said 2,000 homes would be on line in the AGB sample by the time the new fall season starts on Sept. 14.

One problem that AGB discovered last week and that has also plagued Nielsen, was that its sample base contains geographical imbalances. AGB had hoped to avoid that problem with an alternative recruitment process. The company uses two separate staffs to recruit and install peoplemeters, while Nielsen uses one staff for both tasks. But last week, AGB revealed to clients that its sample was underrepresenting the Northeast and overrepresenting the Pacific Coast. Observers suggested that might explain, at least partially, why AGB's numbers were consistently lower than either of the two Nielsen samples. Generally speaking, they said, more television viewing occurs in the Northeast and less viewing takes place on the Pacific Coast. Thus the imbalances in AGB's sample would likely reflect lower viewing levels than acutally exist.

Last week, Nielsen Vice President John Dimling, in charge of the company's peoplemeter effort, acknowledged that the Nielsen peoplemeter sample was still underrepresenting the Southern and Northeastern regions of the country. But he said the underrepresentation was minimal in both cases, amounting to only a few percentage points, and that the company was working to correct

Week one with peoplemeters: how they compare in prime time

The following is a head-to-head comparison of prime time network programing for Monday, Aug. 31, through Wednesday, Sept. 2, using Nielsen's peoplemeter and audimeter data and AGB's peoplemeter sample. AGB provides measurements for the full-length of a program or movie, but does not break down those numbers on a half-hour basis. Such situations are denoted with an asterisk in the chart.

	NTI peoplemeter	NTI Audimeter/diary	AGB peoplemeter*
Monday, August 31			
8-8:30			
ABC ■ NFL	10.7/20	9.7/17	11.9/20*
CBS ■ Michael Jackson Special	16.5/29	17.6/30	13.9/24
NBC ■ ALF	13.5/23	14.9/25	12.0/20
8:30-9			
ABC ■ NFL	14.0/24	13.1/22	*
CBS ■ Kate & Allie	12.5/21	14.1/23	11.3/18
NBC ■ Valerie	13.2/22	14.6/24	13.3/22
9-9:30			
ABC ■ NFL	16.3/27	15.1/25	*
CBS ■ Newhart	14.4/23	17.3/27	15.5/25
NBC ■ Monday Movie	11.4/18	11.2/18	9.3/16*
9:30-10			
ABC ■ NFL	16.1/27	15.6/25	*
CBS ■ Designing Women	14.8/24	16.2/26	14.8/24
NBC ■ Monday Movie	12.0/19	12.4/20	*
10-10:30			
ABC ■ NFL	17.0/30	16.6/28	*
CBS ■ Cagney & Lacey	11.5/20	12.9/22	11.1/19*
NBC ■ Monday Movie	12.6/22	12.7/22	*
10:30-11			
ABC ■ NFL	17.9/32	16.7/30	*
CBS ■ Cagney & Lacey	10.5/20	11.8/22	*
NBC ■ Monday Movie	12.1/23	12.0/22	*
Tuesday, September 1			
8-8:30			
ABC ■ Who's the Boss	16.3/30	16.2/30	14.2/26
CBS ■ Simon & Simon	7.7/14	6.5/12	6.9/12*
NBC ■ Matlock	10.6/19	13.4/25	11.1/19*
8:30-9			
ABC ■ Growing Pains	18.1/31	18.1/31	16.0/27
CBS ■ Simon & Simon	7.8/13	7.4/13	*
NBC ■ Matlock	11.6/20	14.6/25	*
9-9:30			
ABC ■ Moonlighting	15.1/26	16.1/27	13.7/23*
CBS ■ Houston Knights	11.6/20	11.5/19	10.8/18*
NBC ■ Tuesday Movie	7.7/13	8.6/15	5.8/10*
9:30-10			
ABC ■ Moonlighting	15.3/26	16.9/28	*
CBS ■ Houston Knights	12.3/21	11.5/19	*
NBC ■ Tuesday Movie	6.4/11	7.4/12	*
10-10:30			
ABC ■ Spenser: For Hire	11.3/21	13.3/24	9.7/19*
CBS ■ Night Heat	11.1/20	10.8/19	8.4/16*
NBC ■ Tuesday Movie	6.8/13	7.6/14	*
10:30-11			
ABC ■ Spenser: For Hire	10.6/21	12.9/24	*
CBS ■ Night Heat	11.8/24	11.4/22	*
NBC ■ Tuesday Movie	6.3/12	7.4/14	*
Wednesday, September 2			
8-8:30			
ABC ■ Perfect Strangers	12/22	12.3/23	11.2/21
CBS ■ Mike Hammer	8.7/16	9.5/18	9.7/18*
NBC ■ Highway to Heaven	9.6/18	10.6/20	10.6/19*
8:30-9			
ABC ■ Head of the Class	13.4/24	12.7/22	11.6/20
CBS ■ Mike Hammer	10.0/18	10.5/19	*
NBC ■ Highway to Heaven	10.3/18	12.1/21	*
9-9:30			
ABC ■ MacGyver	11.9/21	12.0/21	11.0/19*
CBS ■ Magnum P.I.	12.0/21	12.7/22	12.3/21*
NBC ■ Bronx Zoo	8.6/15	10.0/17	9.1/15*
9:30-10			
ABC ■ MacGyver	12.3/21	12.2/21	*
CBS ■ Magnum P.I.	12.8/22	13.5/23	*
NBC ■ Bronx Zoo	8.9/16	9.7/17	*
10-10:30			
ABC ■ Hotel	8.5/15	9.3/17	7.5/14*
CBS ■ Equalizer	14.2/26	14.2/26	10.1/19*
NBC ■ St. Elsewhere	8.7/16	9.4/17	8.4/15*
10:30-11			
ABC ■ Hotel	8.3/16	8.2/16	*
CBS ■ Equalizer	13.8/27	14.9/29	*
NBC ■ St. Elsewhere	9.1/18	9.6/18	*

the problem.

One AGB rating in particular last week tended to make the networks skeptical of the company's early numbers. Sports ratings have tended to improve under Nielsen's test peoplemeter data over the past year, compared to the audimeter/diary ratings. But last week, AGB's rating for ABC's *Monday Night Football* was significantly lower than either Nielsen's peoplemeter or audimeter-/diary numbers. Initially, Nielsen's audimeter/diary gave the game an average 14.5/22, while the Nielsen peoplemeter gave it a 15.3/27. AGB gave the game an 11.9/20, but two days later revised that figure to a 12.1/21, saying that the number could be revised again in the final tally.

All three networks said the AGB number for *MNF* had to be off because the company was not accurately monitoring the game's clearance by ABC affiliates. But an AGB spokesman contended that by Nielsen's peoplemeter count, the game, between the Chicago Bears and St. Louis Carndinals, was the highest rated Monday night preseason game ever between two Midwestern teams. The historical data, he said, would seem to indicate that Nielsen's numbers were probably farther off than AGB's.

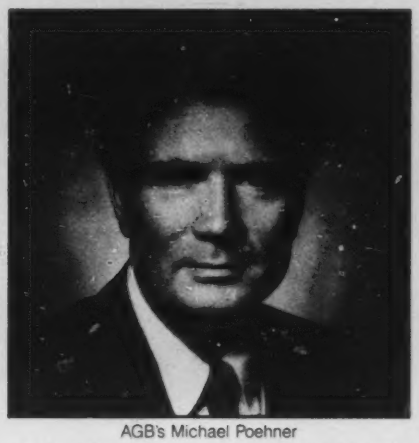
AGB's *MNF* rating was 21% less than that reported by Nielsen's peoplemeter and 17% lower than the number reported by the current NTI system. NBC's Monday night schedule of *ALF*, *Valerie* and a movie averaged an 11.5/19, 8% lower than its score according to Nielsen's peoplemeter, a 12.5/21. According to Nielsen's A/D service, NBC averaged a 13/22, which was 11% higher than the average according to AGB. CBS's Monday slate of shows, which included a Michael Jackson special, *Kate and Allie*, *Newhart*, *Designing Women* and *Cagney & Lacey*, averaged a 13.3/22 according to AGB, a 13.4/23 by Nielsen's peoplemeter count and a 15/25 by the measure of the outgoing system.

On Tuesday, ABC *(Who's the Boss, Growing Pains, Moonlighting* and *Spenser: For Hire)* won the prime time race, according to Nielsen and AGB. The latter reported the network's lineup averaged a 13.4/24. CBS *(Simon & Simon, Houston Knights* and *Night Heat)* was second with an average 8.7/15, and NBC *(Matlock* and a movie) was third with an 8.5/15. By Nielsen's peoplemeter count, the score was ABC, 14.5/26, CBS, 10.4/18 and NBC, 8.2/15, while the a/d service reported ABC with a 15.6/27, and CBS and NBC tied with a 9.9/17 (see chart, page 36.)

The level of homes using television followed a similar pattern last week. On Monday, Nielsen's A/D showed a 60% HUT, compared to 59% by its peoplemeter count, while the AGB figure dropped another four points to 55%. On Tuesday, the comparable numbers were 56.9%, 56% and 52.8%.

The networks were not surprised that both services ran into problems. "I think everybody would have been amazed if they hadn't," said Greg Kasparian, director of audience measurement, CBS/Broadcast Group. At this stage, he said, the glitches are "no big deal. It's test data" until the new season starts in a week. Gerald Jaffe, an

Nielsen's John Dimling



AGB's Michael Poehner

NBC research vice president, said AGB discovered last week "it is clearly more difficult to produce ratings in the U.S. than they had anticipated." He said that it is far too early to pass judgment on AGB. Kasparian noted that "without question," Nielsen has the advantage at this point, having tested its peoplemeter service on line over the past year.

Jaffe said he was assuming that Nielsen would be able to fix whatever glitches remain in the peoplemeter system by the start of the new season. "That is why you run parallel systems," he said. Nielsen will continue to operate the audimeter/diary system for only one more week as a basis for comparison. "I would like them to run a parallel system all year," said Jaffe.

NBC is currently the only one of the three neworks to sign up, for three years, for Nielsen's peoplemeter service. Fox Broadcasting has as well, but CBS and ABC are still negotiating with Nielsen. CBS is AGB's only client among the big three, although Fox Broadcasting Co. has also signed up for AGB's service. ABC and NBC are scheduled to go to Columbia, Md., to do a technical audit of AGB's facilities in the next few weeks, according to AGB's Poehner.

Research executives at all three networks said the Nielsen peoplemeter ratings generated last week seemed to follow the pattern of smaller numbers in prime time and higher numbers for sports, as evidenced by the *MNF* numbers. (Neither ratings service issued any nonprime time ratings last week. Those ratings should be out this week, both services say.) "There were no major shifts," said Marvin Mord, vice president, research, Capcities/ABC. "The same patterns continue to exist," said NBC's Jaffe.

Last week, Nielsen's Dimling said he was confident that the company's peoplemeter system would be in working order with a balanced sample base by the start of the new season. One problem Nielsen continues to work on with little result so far is that children do not consistently push the buttons they are supposed to when watching television. Dimling says: "The truth is, those ratings are probably somewhere in between" the outgoing system, which he suggests overreports children's numbers, and the peoplemeter numbers. "But we know it is important to get that resolved," he said.

Most agree it is still too early to draw many conclusions about the AGB system. As for Nielsen, its peoplemeter test data for July (the latest available) indicates that NBC, although its numbers are down about 4% in prime time overall, still retains a firm grasp on first place in that daypart. CBS is off about 5%, but still a solid second, while ABC has improved in prime time by about 1%, not enough to make a difference.

While the prime time race may remain unchanged, the rankings in other dayparts will probably change dramatically, at least under Nielsen's peoplemeter system. In the evening news race, which NBC has been winning handily of late, according to A/D measurements, CBS will climb back, literally overnight, to within one-tenth of a rating point (year to date) of NBC. And NBC's *Today*, which has won every quarter since the fourth quarter of last year, according to the old system, will fall to second place behind ABC's *Good Morning, America* (BROADCASTING, Aug. 31).

In daytime, according to an analysis of the ratings over the past year by NBC, which ranks third in the daypart, first-place CBS will fall to second place in the household race behind ABC. NBC will remain flat, and in third. In the all-important delivery of women 18-49 and 25-54, ABC maintains a healthy lead. In the late night daypart, the relative ranking remains the same, according to the NBC study, with *The Tonight Show* finishing first, followed by *Nightline* and CBS's *Latenight*.

The peoplemeter numbers supplied so far indicate generally lower levels of viewing to networks as well as lower HUT levels overall. On a program-by-program basis, the higher rated shows have tended to be hit the hardest in the ratings supplied by peoplemeters. NBC's *The Cosby Show*, for example, has been rated between 10% and 15% lower under the peoplemeter.

Perhaps the most significant change to occur as a result of the peoplemeter is that networks and advertisers will have daily access to household ratings as well as demographic numbers for prime time programs. Up to now, there has been a two-week delay in the delivery of demographic numbers. And the breakouts among demographic groups will be considerably more detailed than heretofore. AGB will offer 38 demographic breakouts and Nielsen will offer 39. Another benefit, most agree, is that over the next year, both services say they will in-

crease their sample bases to a minimum 4,000 households, which should help improve the accuracy of the ratings, particularly the smaller cable ratings and measurements among narrower demographic groups.

Cable networks find minimal difference in peoplemeter ratings and expect to benefit from viewer demographic data

Nielsen did not begin rating the cable networks with peoplemeters until Thursday, Sept. 3, three days after the broadcast networks. However, several cable programers that have been comparing the data from the NTI audimeter and peoplemeter samples throughout 1987, say the differences are minimal. ESPN, Turner, USA, MTV and Discovery Channel officials all said the ratings between the two samples have been comparable, although some peoplemeter results have been higher.

Of more importance to some cable network officials will be the audience composition data from the peoplemeter homes, which is expected to be available in September 1988, although that date may be moved up. Now, the narrowly targeted cable networks only get demographic data from the four sweeps periods when diary keepers have to log all of their broadcast and cable viewing. Once the peoplemeter sample grows large enough—to 4,000 and 5,000 next year—that demographic information will be tabulated electronically and available daily.

Robert Sieber, vice president, research, Turner Broadcasting System, said the peoplemeter data for July for Turner's three services, WTBS(TV) Atlanta, CNN and CNN Headline News, is comparable, and in some cases, ahead of the NTI diary sample. (Sieber said the figures from July onward are a better representation because Nielsen increased its sample size from 1,000 homes to 2,000 on June 29.) The biggest gain, said Sieber, has been in early fringe and prime time on WTBS, where the Atlanta Braves ratings were up 20% and the prime time movies were up between 5% and 10%. WTBS's daytime ratings have dropped a bit, he said, with the morning period showing the largest decline. Sieber said the numbers for CNN and Headline News "are quite comparable" between the two methodologies, although there are some unexplained variations throughout the day.

From a financial standpoint, Sieber said, TBS is pleased with the numbers WTBS is getting, since early fringe and prime time are important revenue centers. But the conversion to peoplemeters has given Sieber some headaches. To begin with, more numbers, besides the 35,000 that arrive daily, are on the way. Nielsen has also changed the way the numbers are delivered, making the mechanics of assembling and comparing the data more difficult.

MTV data for the first six months of the year, said Marshall Cohen, senior vice president, research, MTV Networks, shows the music video network up 15% in peoplemeter numbers versus the NTI metered sample. Cohen said VH-1 has also fared well in comparison, but that Nickelodeon, like other children's programs across the board, has suffered a bit because of the problems in getting children to use the peoplemeter.

"The new peoplemeter seems to be a sample that's a much better representation of America than the old sample," said Cohen. He believes the broadcast networks will be down under the system while the cable networks will be flat or up slightly.

MTV has signed with AGB Research, whose peoplemeter went on line on Aug. 31 with 1,700 homes. It is the only cable service to sign with AGB to date. Cohen said he did not see any test data from AGB before the launch, but said MTV signed up because "what they are selling is worth the money." Like Nielsen, AGB will also collect audience demographic data.

Dana Redman, senior vice president, research, ESPN, said the peoplemeter and NTI numbers from Nielsen "are exactly the same" for the sports network's male-dominated audience. And he said that from what he's seen of the broadcast network numbers, they are not all that different under the peoplemeter. But with peoplemeter audience composition data not available for another year, Redman said, the peoplemeter's full effect "remains to be seen."

The story is similar at USA Network, where research manager Bob Riccovono said the ratings of the two systems are stable. He said 90% of the categories are the same, with the remaining evenly divided between what's up and down. Riccovono said USA has seen a slight drop on Sunday mornings, but that has happened across the board to other cable networks. Part of the reason the ratings are so similar, he said, is that the households "are fairly comparable" between the two services.

The Discovery Channel signed with Nielsen last month, but, according to Dan Fisher, director of research, the peoplemeter numbers for Discovery for the first half of the year that he's seen "look like our NTI numbers." He, too, thinks the real benefit of peoplemeters for cable will come with the daily demographic data that will come from a larger sample base, making it easier to sell advertising for cable's narrowly targeted programing.

Few producers see peoplemeters as threat, although some say new ratings system could have an impact on future program development

For Hollywood's program suppliers, the peoplemeter could spell life or death. Yet few in the production community were taking the threat of death very seriously last week as the A.C. Nielsen Co. and AGB officially unveiled their new measurement results.

Producers admit one reason for their calm is that they do not understand the new competing peoplemeter systems or the reams of conflicting data turned out during their test runs. Neither, for that matter, do the people getting paid to analyze the results.

Jack Smith, vice president of research for MGM/UA Television, said so much information has been produced so fast, it is going to take at least three months to sort through it. Until researchers can isolate emerging trends, he said, network executives and producers would be wise to wait before making any important development decisions.

"They want to be careful they don't knee jerk," Smith said. "We don't want to overreact this early. In syndication, we really haven't seen anything yet of AGB. We haven't seen the new season. We haven't seen the kids' lineups. That seems to be where the biggest variable is. If we see problem areas, it's going to be teen kids," based on early returns from AGB and preliminary Nielsen data, he said.

But the machinery to turn out programs "ideally" suited for a peoplemeter target audience may have already been set in motion. "There does seem to be a fair amount of discussion...about future development at the networks with an eye more toward younger-skewing shows, more urban-skewing shows, more upscale-skewing shows," said Bill Allen, president of MTM Enterprises Television. "There have been a couple of cases where we've talked to a network about doing a show that might have an older lead, or doing a show that might have more rural appeal, and the discussion has come up. It hasn't been onerous yet, but the networks are certainly aware of the problem."

If a network were to abandon a good idea because it did not fit with the desired demographics, Allen said "it certainly would present a problem." The bulk of MTM's network shows, including *Hill Street Blues* and *St. Elsewhere*, have been targeted to a "fairly young, fairly intelligent audience," so the company will not have to change its development strategy to fit peoplemeters, he said.

Peter Roth, president of Stephen J. Cannell Productions, concurred, saying there is "probably greater inclination toward change for the future in development than there is in the existing shows." While the company (which produces NBC's *Hunter* and *J.J. Starbuck*, CBS's *Wiseguy* and Fox Broadcasting's *21 Jump Street*) is mindful of the changes, Roth said, "the writers don't write with calculators in their laps [and] don't really write with peoplemeters in their laps either." When concepts "work for us, are conceptually sound and will make for really entertaining shows," he said, executives will pitch the ideas to the networks and "hope the peoplemeter will not squash those notions."

Still, the peoplemeter is another factor to keep in mind during the development process, according to Roth. "If an idea that we have falls into those categories, we know that is probably an added advantage," he said. "If we find ourselves with a skew that sounds a little too rural, a little too old, what we might try to do is to balance the show." But, he added, "that is something we would do instinctively anyway."

Roth, Allen and executive producers such as Barney Rosenzweig of *Cagney & Lacey*, Jay Bernstein of *Houston Knights*, Fred Silverman and Dean Hargrove of *Matlock*, *Jake & The Fatman* and the Perry Mason movies, have not had to change the content of their returning series this fall, and

Lorimar's ALF

MTM's St. Elsewhere

Cannell's Hunter

most said they do not expect the peoplemeter to have much impact on the content of any other programs on the 1987-88 prime time schedule. But Allen added that changes could occur on a particular program if "there is a tremendous drop-off this month."

The fate of some popular shows such as NBC's *The Golden Girls* remains unknown. Paul Witt of Witt/Thomas/Harris, co-executive producer of the program, said the peoplemeters "may not bode well for us." But he noted the show has broad demographic appeal, which he considers an encouraging sign.

Roth has mixed feelings about the peoplemeter, and whether it will be a boon or a bust for program suppliers. "Any kind of measurement system in which you can get a more accurate reflection of the actual populace makes sense," he said. "To the degree the catalyst might be advertiser pressure, that is something we as a company obviously are not crazy about, and I can't imagine any producer who is."

Some advertisers have suggested that since peoplemeters produce demographic data throughout the summer, unlike the meter-diary system that only produces the information during the July sweeps, it might provide the networks with the economic incentive to provide more original programing during the off-season. With only a few exceptions, the networks have continued to depend mostly on reruns and failed pilots this summer in the wake of stiffer competition from Fox, pay cable services, independents and VCR's—despite an audience decline that NBC Entertainment president Brandon Tartikoff claims could threaten fall viewing levels.

Roth, who spent 10 years as an ABC executive before joining the Cannell organization in 1986, said his former network has been talking about more original programing in the third quarter since 1980. The peoplemeter, he said, "might finally put them over the top." Although producers could benefit from the trend, MGM/UA's Smith said the networks will most likely consider shows that would be economical, such as game show formats or limited-run series, in place of significantly higher series orders.

But one major advertiser said the new availability of demographic information during the summer could result in fewer pilot orders, since the networks will have less "dead air" time to put on failed pilots as a way to recoup their costs—as until now has been a common practice.

"That's a very real scenario," said Bruce Rosenbloom, senior vice president of research for the Lorimar Domestic Distribution Group, the top supplier of network prime time series this fall with seven-and-a-half hours of programing. "I don't know if it would just happen at the snap of your fingers, but it sounds like something that could happen now." □

Advertising community hopes peoplemeter will give it more accurate audience data

Advertising agency executives, middlemen in a $9-billion TV network advertising market, have been scrutinizing peoplemeter numbers for a year now, and the hubbub around last week's introduction of a daily-delivered peoplemeter service has done little to change their fundamental consensus: This is a device whose time is overdue.

And despite the confusion over some of the service's early numbers last week, in the long term for agencies and other users of the ratings process, the technology is expected to provide better and more detailed viewer demographics, with larger samples than ever before, plus correct skewing toward population segments and, unlike the diary system, a continuous flow of data from each household throughout the year.

There is a down side as well to the introduction of the peoplemeter service, agency executives add. Besides the confusion the technology created during this past summer's upfront advertising sales market, the new sample may introduce some skewing of its own toward more highly educated viewers. Children may also be undermeasured by the meter, and sample homes may tire of pushing the buttons consistently after several months.

"It's a step forward," said Ogilvy & Mather's Marc Goldstein, senior vice president and director of network programing. "It provides better and more reliable estimates of viewing and is more reflective of what's going on out there."

Irwin Gotlieb, senior vice president and director of national broadcast and programing at D'Arcy Masius Benton & Bowles, said, "I believe it will be better data,will allow us to make better buys, to be able to understand the medium better than we have in the past. We can more precisely target to clients' needs."

Said Paul Isacsson, executive vice president at Young & Rubicam: "It is a technical advance complicating our lives. But [it gives] better data and a better ability to analyze schedules by subsegments." And Joseph Ostrow, executive vice president and worldwide media director for Foote, Cone & Belding, agreed meters will give better and more selective data and provide it more quickly. "It will allow more precision time-buying," he said, "not from day one, but over a reasonable period of time."

"Clearly, it is a welcome change," said Richard Kostyra, executive vice president and director of media services at J. Walter Thompson.

Among the advantages of the new service, Gotlieb explained, is that it supplies precise demographic information never before available. "Never have we had true reach and frequency data," he said. "We've had to use mathematical formulas to figure the percentage of viewers reached [by a given ad] and how frequently, because the diary sample was from a different household every week" over a four-week reporting cycle. "Now we have a stable sample for the first time, reporting on a true, not conformed basis."

The peoplemeter will also supply the first real source and disposition data, Gotlieb said, showing "where they [viewers] came from and where they went," whether they tuned into a program from the previous show on the same network, or came from another network, a cable channel or elsewhere, as well as where they go after a show is over.

Also for the first time, said JWT's Kostyra, the meter service will provide true demographics on summer viewing, rather than conforming demographics from earlier months to the summer period. "There will be no more 16-week void of demographics, which in number and demography have been way off in the summer."

In addition, serious skewing in the diary sample toward older, rural viewers has been eliminated, Gotlieb said. "Younger, urban households move around more, and Nielsen could never replace them quickly enough when they dropped out of the sample." Now, JWT's Kostyra said, demographic groups, which in the past have been lost in diary measurements, such as males and those in the 18-34 age group, can be measured more accurately

For Kostyra, it is the increase in the sample size that is the real advance in the new service. "In the change we're undergoing, the peoplemeter has the smallest impact. The real change is the change of sample size, which is already in excess of the historic 1,700 sample used in the diary system. The sample is now considerably more accurate to the universe." The sample is also expected to grow from its current level to 4,000 by next year, he said.

But the peoplemeter may introduce some new skewing and other problems of its own, Gotlieb and others believe. For example, it is thought better educated housholds may be overrepresented because they are more comfortable using the more advanced meter technology than lesser educated households.

Some are also concerned that young children, many of whom may be unable to properly register their viewing on the meter, will be largely undercounted. Allen Bohbot, president of Bohbot & Cohn, which places about $140 million in toy advertising each year, largely on television, said peoplemeter

figures showing six-tenths of a child per TV household are "dramatically inaccurate," with the accepted 20-year pattern placing an average of one child per TV household.

The peoplemeter numbers also appear to show lower network viewing across the board, which Gotlieb attributed to their tendency to slightly understate viewing, where diaries tended to overstate it. Some don't believe the slight drop expected in network numbers will be dramatically harmful, since any losses for the network would probably show up only as fragmented gains for alternative national media.

But because of the larger sample size and the more rapid reporting expected, national media like cable and syndicated television may feel some of the greatest impact of the new ratings service. Until now, according to O & M's Goldstein, those media have had measurement techniques "not up to par" with those of the networks. Now, the meter's greater demographic accuracy, particularly for more narrowly programed cable networks, could mean more advertising dollars.

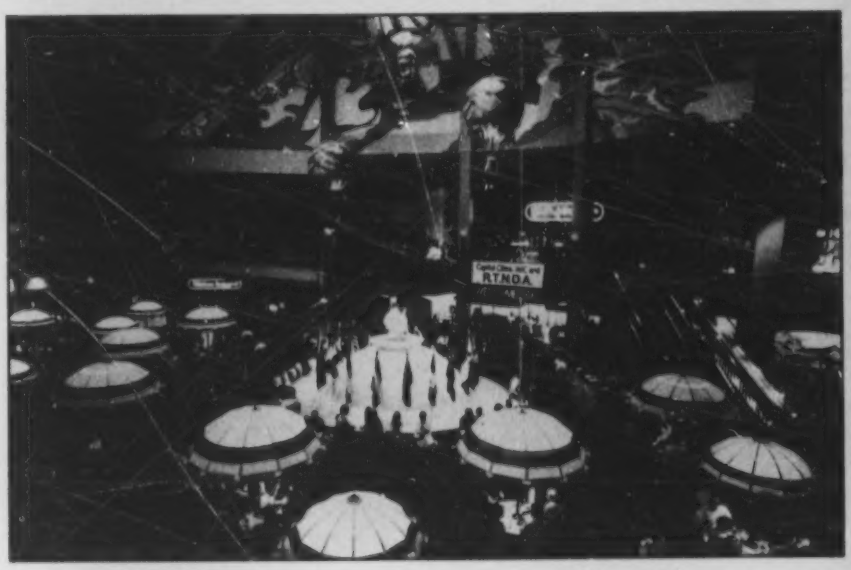
In making advertising buys, the agencies and networks have already felt the effects of the transition to peoplemeters in this year's burst of upfront ad sales for the 1987-1988 season, which some estimated rose into the $3-billion range.

According to Y & R's Isacsson, peoplemeters "had everything to do with upfront. That was the reason the marketplace was out of control." He explained that because peoplemeters showed lower network ratings, ad time supply was commensurately reduced to provide advertisers with the same gross rating point coverage. Supply was further lessened when more money than expected emerged in the upfront market as advertisers sought to avoid paying premiums in the later scatter market, he added.

Peoplemeters also threw networks and agencies into a quandry over another upfront selling tradition—guarantees—which are generally sought by advertisers to trigger make-goods if ratings fall below expected levels. Because both the agencies and networks were projecting next season's peoplemeter ratings on often incomplete data, guarantees were softened in many contracts.

According to JWT's Kostyra, "If no one gets hurt with limited guarantees, I can see some agencies willing to go along" with network requests to drop them altogether next year. But Kostyra argued against the wholesale abandonment of guarantees, calling them essential in a situation where networks control and frequently alter program schedules.

According to some, next year's upfront will feel the presence of the people-meter to a much lesser degree. Douglas Seay, vice president, director of broadcast services at Lord, Geller, Federico, Einstein, believes the whole technology "has been put under the microscope too much. Peoplemeters are a tool to quantify the complex dynamic of supply and demand. But the essence of the TV business is the ability to get the deals done. It's like in a sport; if a baseball player gets a better glove, that doesn't change the whole game of baseball." □



RTNDA gets down to business

Fairness doctrine, minority employment occupy news directors during annual convention

There was something almost surreal about the opening of the Radio-Television News Directors Association's 42d annual International Conference and Exhibition, in Orlando, Fla., on Tuesday night. Seated on benches in the outdoor American Gardens Theater, in Walt Disney World's Epcot Center, the broadcast journalists and others attending the conference watched the nightly display of fireworks and lasers light up the sky over Epcot's manmade lagoon, while in the background loomed the center's symbol, a 180 ft. "geosphere," which houses AT&T's Spaceship Earth attraction. It was a kind of Mickey Mouse-gone-futuristic atmosphere, not the ideal place to do serious work.

Yet, over the next three days, serious work was done. Besides attending the panel sessions and touring the exhibit floor—with its satellite newsgathering vehicles, computer graphics, cameras and other articles of their increasingly sophisticated trade, the news directors dug in on the fairness doctrine issue, further committing themselves to oppose proposals in Congress to codify it into law.

The resolution they adopted on the issue seemed routine. But the organization is gearing up for a fight. RTNDA President Ernie Schultz, at the opening session on Tuesday, called on the membership to lobby hard. "I know there is resistance on the part of many journalists to get involved in influencing legislation," Schultz said. "But we're talking about your ability to report the news, fairly and honestly, without your editorial decisions being second-guessed by Washington political appointees." The packet of materials distributed to registrants contained a sample letter for those ready to write members of their congressional delegation on the issue. The RTNDA's chairman elect, Bob Brunner, executive news editor, WSAZ-TV Charleston-Huntington, W.Va., also urged action: "I think that the organization has a particular challenge in the year ahead," Brunner said. "Our top priority is to end the battle on Capitol Hill to keep the fairness doctrine a part of history. This is an odious piece of legislation which has had a chilling effect on our industry. We have had several months without the doctrine and it is part of my job to make sure it stays that way."

That was of a piece with established policy. What broke new ground was the board's decision to establish a task force to examine the steady decline in the percentage of minorities employed in radio and television newsrooms, and to determine what could be done to reverse it (see page 89).

Schultz had proposed the task force to the board. He said it was a reaction to the view that broadcasters had become "complacent" about the issue of minority employment. Broadcasters, he said, "are concerned about budgets, about competition, about who's going to buy their station—but not about minority employment."

Schultz, a former news director at KTVY(TV) Oklahoma City, is in his first year as the RTNDA's first full-time president, after serving as executive vice president for six years. He appears to be providing the kind of motive power the organization had sought in creating the position.

As for statistics, according to the RTNDA, there were 1,529 registrants and 175 exhibitors, the latter staffed by about 1,000 additional attendees. Those totals were somewhat above last year's and slightly less than the 2,780 in Nashville two years ago. The exhibit floor space was 17% greater than the 55,000 square feet that was available in Salt lake City last year. Next year, the scene shifts to Phoenix, for a three-day conference beginning on Nov. 30. Perhaps by then, the RTNDA will know the fate of the effort it is making with others to block codification of the fairness doctrine. It may even have some answers to the question of why the percentage of minorities in broadcast newsrooms has been going down. □

Western Union Telegraph Co./ WESTAR Satellite Services 839
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Satellite services, transponder capacity, uplinking and downlinking services. **Staff:** Leslie GH Pride Collins, Jim Faulkner, Susan Conklin.

WFMT Radio/Beethoven Satellite Network 227
Three Illinois Ctr., 303 E. Wacker Dr., #800, Chicago 60601

Satellite-delivered classical music format service, WFMT Fine Arts Network. **Staff:** David Levin, Jon Kavanaugh.

World Space Report 127
131 Dwight St., New Haven, Conn. 06511

WNTR Radio 447
8121 Georgia Ave, #701, Silver Spring, Md. 20910

Zambelli International Fireworks 555
299 NW 52nd Terrace, #118, Boca Raton, Fla. 33431

Radio's winning stations

Adult contemporary most popular sound, but not first in top 25 markets; CH and AOR next in popularity

By a substantial margin, the broadly-based adult contemporary (AC) format, which includes variations on the "soft" contemporary and rock approaches, remains 1987's most widely programed sound among the top 10 stations in the top 50 markets.

That's according to BROADCASTING's annual ratings survey based on Arbitron spring 1987 metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m. to midnight), which surveyed listeners from April 2 through June 24.

Contemporary hit is the second most popular sound followed by album-oriented rock (AOR), including the burgeoning "classic rock" category (album-rock hits of the late 1960's and early 1970's); country; easy listening, and urban contemporary.

The AC format is being aired by nearly 100 stations within the top 50 markets. Although it's aired extensively in the major markets, AC did not lead the ratings in any of the top 25 markets. (Contemporary hit, urban and MOR, which includes the "variety" format, led many of the top 25 markets.) The highest-ranked market led by adult contemporary was Milwaukee-Racine (ranked 26th), where WTMJ(AM) landed on top.

Contemporary hit led three of the top 10 markets: WHTZ(FM) New York, KIIS-AM-FM Los Angeles, and WXKS-FM Boston. In total, 73 top 10 stations are airing the format (excluding markets where stations are duplicated).

AOR, which has experienced a ratings resurgence over the past two years, was first in Philadelphia (at WMMR(FM)) as well as in eight other markets in the top 50 survey. AOR replaced easy listening as the third most popular format, compared to last year's analysis, when it finished fifth.

Country music continues to perform better in markets ranked 26-50 than in the top 25 markets. The format, however, is the one most widely programed among all commercial stations in 1987, according to the Radio Information Center, New York.

In the top 25 markets, easy listening captured the first position four times and took second place five times. Meanwhile, urban contemporary has emerged as a force to be reckoned with in the top 15 markets, posting five first-place finishes, including WGCI(FM) Chicago, which unseated long-time market leader WGN(AM), and one second place.

The ratings data, which is supplied by Arbitron, is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's radio ratings service. Format listings, which generally reflect the spring rating period, were compiled from various sources.

Following are the top 10 stations in the top 50 markets.

1. New York		
1.WHTZ(FM)	contemp. hit	160,300
2.WPAT(FM)	easy listening	131,900
3.WPLJ(FM)	contemp. hit	130,800
4.WBLS(FM)	urban contemp.	127,200
5.WINS(AM)	all-news	123,900
6.WQHT(FM)	contemp. hit	121,200
7.WRKS(FM)	contemp. hit	121,100
8.WOR (AM)	talk	120,400
9.WLTW(FM)	soft contemp.	113,300
10.WCBS-FM	oldies	102,800
2. Los Angeles		
1.KIIS-AM-FM	contemp. hit	114,000
2.KPWR(FM)	urban/contemp.	107,800
3.KABC(AM)	talk	80,500
4.KJOI(FM)	easy listening	76,000
5.KOST(FM)	soft contemp.	66,600
6.KROQ(FM)	progressive rock	63,400
7.KRTH(FM)	oldies	59,200
8.KBIG(FM)	soft contemp.	57,400
9.KLSX(FM)	classic rock	50,300
10.KTNQ(AM)	Spanish	47,800
3. Chicago		
1.WGCI(FM)	urban contemp.	105,900
2.WGN(AM)	MOR/talk	103,200
3.WBBM(AM)	all-news	70,600
4.WLOO(FM)	easy listening	65,700
5.WBMX(FM)	urban contemp.	54,400
6.WLAK(FM)	soft contemp.	51,700
7.WBBM-FM	contemp. hit	46,900
8.WLUP(FM)	AOR	45,800
9.WUSN(FM)	country	41,200
10.WKQX(FM)	adult contemp.	39,600
4. San Francisco		
1.KGO(AM)	talk	62,300
2.KCBS(AM)	news/talk	41,300
3.KNBR(AM)	adult contemp.	38,900
4.KSOL(FM)	urban contemp.	38,800
5.KABL-AM-FM	easy listening	38,600
6.KSFO-KYA	oldies	33,100
7.KMEL(FM)	AOR	31,000

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8.KFRC(AM)	nostalgia	28,600
9.KOIT-AM-FM	soft contemp.	27,900
10.KLOK(FM)	adult contemp.	23,100

5. Philadelphia

1.WMMR(FM)	AOR	70,900
2.WEAZ(FM)	easy listening	59,000
3.WUSL(FM)	urban contemp.	58,900
4.KYW (AM)	all-news	54,500
5.WKSZ(FM)	soft contemp.	42,500
6.WMGK(FM)	soft contemp.	40,800
7.WDAS-FM	black contemp.	39,700
8.WPEN(AM)	nostalgia	36,200
9.WWDB(FM)	talk	35,100
10.WSNI(FM)	adult contemp.	34,900

6. Detroit

1.WJR (AM)	MOR/talk	69,700
2.WJLB(FM)	urban contemp.	50,100
3.WJOI(FM)	easy listening	35,400
4.WCZY-AM-FM	country	32,900
5.WXYT(AM)	news/talk	30,800
6.WLLZ(FM)	AOR	29,400
7.WRIF(FM)	AOR	28,900
8.WWJ(AM)	news	28,700
9.WHYT(FM)	contemp. hit	28,400
10.WCSX(FM)	classic rock	27,100

7. Boston

1.WXKS-FM	contemp. hit	50,700
2.WBZ (AM)	adult contemp.	50,000
3.WBCN(FM)	AOR	40,600
4.WRKO(AM)	talk	39,800
5.WHDH(AM)	adult contemp.	32,700
6.WJIB(FM)	easy listening	32,600
7.WZOU(FM)	contemp. hit	26,900
8.WSSH(FM)	soft contemp.	26,800
9.WEEI(AM)	all-news	26,300
10.WZLX(FM)	classic hits	26,000

8. Houston-Galveston

1.KMJQ(FM)	urban contemp.	49,300
2.KIKK-FM	country	43,200
3.KILT-FM	country	39,400
4.KTRH(AM)	all-news	36,700
5.KKBQ-FM	contemp. hit	36,300
5.KRBE-AM-FM	contemp. hit	36,300
7.KODA(FM)	easy listening	29,200
8.KFMK(FM)	adult contemp.	28,200
9.KLOL(FM)	AOR	23,400
10.KQUE(FM)	nostalgia	21,900
10.KZFX(FM)	classic rock	21,900

9. Washington

1.WKYS(FM)	urban contemp.	37,700
2.WGAY(FM)	easy listening	35,500
3.WMAL(AM)	variety	31,300
4.WWDC-FM	AOR	30,800
5.WMZQ(FM)	country	29,500
6.WAVA(FM)	contemp. hit	28,500
7.WHUR(FM)	black contemp.	27,800
8.WDJY(FM)	black contemp.	26,700
9.WRQX(FM)	contemp. hit	23,800
10.WTOP(AM)	all-news	21,400

10. Dallas-Ft. Worth

1.KKDA(FM)	urban contemp.	44,100
2.KPLX(FM)	country	37,400
3.KVIL-FM	adult contemp.	35,900
4.WBAP(AM)	country	33,300
5.KEGL(FM)	contemp. hit	31,900
6.KRLD(AM)	all-news	28,600
7.KMEZ-AM-FM	easy listening	24,800
8.KTXQ(FM)	AOR	23,400
9.KSCS(FM)	country	22,900
10.KLUV(FM)	oldies	20,100

11. Miami-Ft. Lauderdale-Hollywood

1.WLYF(FM)	easy listening	45,600
2.WINZ(AM)	all-news	33,500
3.WPOW(FM)	contemp. hit	29,000
4.WQBA(AM)	Spanish	26,900
5.WCMQ(FM)	Spanish	25,800
6.WHYI(FM)	contemp. hit	24,100
7.WJQY(FM)	easy listening	23,300
8.WEDR(FM)	urban contemp.	21,800
9.WNWS(AM)	news/talk	20,500
10.WLVE(FM)	soft contemp.	19,800

12. Nassau-Suffolk, N.Y.

1.WBAB(FM)	contemp. hit	24,200
2.WHTZ(FM)	contemp. hit	23,800
3.WBLI(FM)	classic hits	20,900
4.WPLJ(FM)	contemp. hit	19,100
5.WALK-AM-FM	adult contemp.	18,700
6.WCBS-FM	oldies	17,000
7.WCBS(AM)	all-news	16,800
8.WLTW(FM)	soft contemp.	16,500
9.WOR(AM)	talk	15,800
10.WABC(AM)	talk	14,800

13. Atlanta

1.WVEE-FM	urban contemp.	38,800
2.WZGC(FM)	contemp. hit	29,800
3.WKLS-FM	AOR	29,100
4.WYAY(FM)	country	28,000
5.WSB(AM)	adult contemp.	27,100
6.WPCH(FM)	easy listening	26,100
7.WKHX-FM	country	25,300
8.WSB(FM)	adult contemp.	20,500
9.WQXI-FM	contemp. hit	17,900
10.WFOX(FM)	contemp./oldies	13,800

14. Pittsburgh

1.KDKA(AM)	MOR/talk	50,300
2.WBZZ(FM)	contemp./oldies	38,100
3.WSHH(FM)	easy listening	31,800
4.WDVE(FM)	AOR	31,100
5.WAMO-FM	urban contemp.	22,600
6.WWSW(FM)	adult contemp.	17,200
7.WDSY(FM)	country	17,100
8.WLTJ(FM)	soft contemp.	16,700
9.WMYG(FM)	adult contemp.	15,000
10.WJAS(AM)	nostalgia	14,700

15. St. Louis

1.KMOX(AM)	variety	83,600
2.KSHE(FM)	AOR	41,700
3.KMJM(FM)	urban contemp.	26,300
4.KEZK(FM)	easy listening	24,700
4.KHTR(FM)	contemp. hit	24,700
6.KSD-FM	adult contemp.	15,100
7.KWK-FM	contemp. hit	14,700
8.WIL-FM	country	12,500
9.KYKY(FM)	adult contemp.	11,900
10KUSA(AM)	country	10,000

16. Baltimore

1.WLIF(FM)	easy listening	37,400
2.WBSB(FM)	contemp. hit	36,900
3.WBAL(AM)	adult contemp.	25,300
4.WPOC(FM)	country	22,300
5.WXYV(FM)	urban contemp.	21,800
6.WIYY(FM)	AOR	19,100
7.WCAO(AM)	country	15,600
8.WBGR(AM)	religious	15,300
9.WWMX(FM)	adult contemp.	12,600
10.WFBR(AM)	talk	12,000

17. Seattle-Tacoma

1.KIRO(AM)	news/talk	29,300
2.KOMO(AM)	adult contemp.	22,900
3.KBRD(FM)	easy listening	18,900
4.KISW(FM)	AOR	16,700
5.KUBE(FM)	contemp. hit	16,200
6.KMPS-AM-FM	country	15,500
7.KZOK(FM)	classic rock	13,800
8.KPLZ(FM)	contemp. hit	12,800
9.KXRX(FM)	AOR	11,600
10.KSEA(FM)	easy listening	11,100

18. Minneapolis-St. Paul

1.WCCO(AM)	variety	51,800

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2.WLOL-FM	contemp. hit	31,600
3.KSTP-FM	adult contemp.	27,000
4.KQRS-AM-FM	AOR	25,500
5.KDWB-FM	contemp. hit	21,700
6.WAYL-FM	easy listening	20,600
7.KJJO-FM	classic hits	18,800
8.KEEY-FM	country	18,500
9.KTCZ-FM	AOR	14,000
10.WLTE(FM)	soft contemp.	12,100

19. San Diego

1.KJQY(FM)	easy listening	27,600
2.KGB-FM	AOR	22,700
3.KFMB-FM	contemp. hit	22,300
4.KFMB(AM)	adult contemp.	22,000
5.KSDO(AM)	news/talk	21,300
6.XTRA-FM	AOR	20,100
7.KSON-FM	country	18,300
8.XHRM(FM)	urban contemp.	14,600
9.KSDO-FM	contemp. hit	11,000
10.KPOP(AM)	nostalgia	10,600

20. Anaheim-Santa Ana, Calif.

1.KIIS-AM-FM	contemp. hit	26,100
2.KRTH(FM)	oldies	18,200
3.KABC(AM)	talk	17,600
4.KROQ(FM)	progressive rock	17,100
5.KJOI(FM)	easy listening	16,400
6.KPWR(FM)	urban/cont. hit	15,400
7.KBIG(FM)	soft contemp.	15,100
8.KLSX(FM)	classic rock	14,200
9.KMPC(AM)	nostalgia	13,400
10.KNX(AM)	all-news	11,400

21. Cleveland

1.WMMS(FM)	contemp. hit	39,400
2.WMJI(FM)	contemp./oldies	28,500
3.WQAL(FM)	easy listening	26,000
4.WZAK(FM)	urban contemp.	22,800
5.WWWE(AM)	news/talk	21,100
6.WGAR-AM-FM	country	20,500
7.WLTF(FM)	soft contemp.	16,600
8.WDOK(FM)	easy listening	15,900
9.WNCX(FM)	classic hits	12,500
10.WBBG(AM)	nostalgia	11,400

22. Tampa-St.Petersburg-Clearwater, Fla.

1.WRBQ-AM-FM	contemp. hit	55,700
2.WWBA(FM)	easy listening	28,000
3.WQYK-FM	country	19,000
4.WYNF(FM)	AOR	17,800
5.WNLT(FM)	soft contemp.	15,000
6.WUSA(FM)	adult contemp.	14,900
7.WGUL-AM-FM	nostalgia	13,400
8.WDAE(AM)	nostalgia	11,400
8.WFLA(AM)	news/talk	11,400
10.WSUN(AM)	country	10,700

23. Denver-Boulder

1.KOSI(FM)	easy listening	23,400
2.KBCO-AM-FM	AOR	21,400
3.KRXY-FM	adult contemp.	21,000
4.KMJI(FM)	soft contemp.	19,400
5.KBPI(FM)	AOR	17,000
6.KYGO(FM)	country	15,500
7.KAZY(FM)	AOR	15,400
8.KOA(AM)	news/talk	15,100
9.KOAQ(FM)	soft contemp.	13,200
10.KHOW(AM)	adult contemp.	10,400

24. Phoenix

1.KNIX-AM-FM	country	38,100
2.KZZP-AM-FM	contemp. hit	35,800
3.KMEO-AM-FM	easy listening	34,000
4.KTAR(AM)	news/talk	20,200
5.KUPD(FM)	contemp. hit	18,600
6.KOPA-KSLX	oldies	13,200
7.KKLT(FM)	soft contemp.	11,700
8.KOOL-FM	oldies	10,900
9.KDKB-FM	AOR	10,700
10.KKFR(FM)	contemp. hit	9,400

25. Portland, Ore.

1.KKRZ-FM	contemp. hit	18,400
2.KXL-FM	easy listening	15,500
3.KEX(AM)	adult contemp.	13,700
4.KGON(FM)	AOR	13,300
4.KKCW(FM)	soft contemp.	13,300
4.KUPL-FM	country	13,300
7.KXL(AM)	news/talk	13,100
8.KINK(FM)	adult contemp.	12,400
9.KXYQ(FM)	contemp. hit	9,300
10.KYTE(AM)	nostalgia	8,700

26. Milwaukee-Racine

1.WTMJ(AM)	adult contemp.	37,200
2.WKTI(FM)	contemp. hit	21,400
3.WKLH(FM)	classic hits	20,300
4.WEZW(FM)	easy listening	16,200
5.WMIL(FM)	country	15,500
6.WQFM(FM)	AOR	15,300
7.WOKY(AM)	MOR	13,200
8.WLUM(FM)	urban contemp.	12,900
9.WMYX(FM)	contemp. hit	8,900
10.WLTQ(FM)	soft contemp.	8,200

27. Kansas City, Mo.

1.WDAF(AM)	country	30,900
2.KYYS(FM)	AOR	22,500
3.KBEQ(FM)	contemp. hit	20,200
4.KMBR(FM)	easy listening	15,900
5.KMBZ(AM)	news/information	15,100
6.KFKF(FM)	country	13,600
7.KCPW(FM)	contemp. hit	12,800
8.KCMO(AM)	talk	10,800
9.KPRS(FM)	urban contemp.	9,900
10.KCFX(FM)	AOR	9,600

28. Providence-Warwick-Pawtucket, R.I.

1.WPRO-FM	contemp. hit	28,800
2.WLKW-FM	easy listening	23,500
3.WHJY(FM)	AOR	20,900

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4.WHJJ(AM)	news/talk	12,600
5.WWLI(FM)	soft contemp.	12,500
6.WPRO(AM)	adult contemp.	11,400
7.WSNE(FM)	adult contemp.	7,900
8.WBRU(FM)	AOR	7,700
9.WMYS(FM)	adult contemp.	6,800
10.WWAZ(AM)	nostalgia	6,000

29. San Jose, Calif.

1.KGO(AM)	talk	141,000
2.KSOL(FM)	urban contemp.	114,00
3.KOME(FM)	AOR	9,800
4.KWSS(FM)	contemp. hit	8,700
5.KNBR(AM)	adult contemp.	8,100
6.KCBS(AM)	news/talk	7,300
7.KBAY(FM)	easy listening	7,000
8.KARA(FM)	contemp. hit	6,900
8.KYUU(FM)	adult contemp.	6,900
10.KLZE(FM)	easy listening	6,800

30. Cincinnati

1.WLW(AM)	adult cont./talk	27,400
2.WEBN(FM)	AOR	20,300
3.WKRQ(FM)	contemp. hit	18,900
3.WWEZ(FM)	easy listening	18,900
5.WKRC(AM)	adult contemp.	12,400
5.WUBE-FM	country	11,700
7.WBLZ(FM)	urban contemp.	9,100
8.WCVS(FM)	country	8,600
9.WCKY(AM)	news/talk	8,300
10.WRRM(FM)	soft contemp.	7,800

31. New Orleans

1.WQUE(FM)	adult contemp.	24,600
2.WYLD-FM	urban contemp.	22,700
3.WEZB(FM)	contemp. hit	17,900
4.WBYU(FM)	easy listening	17,600
5.WBOK(AM)	inspirational	11,600
6.WLTS(FM)	urban contemp.	11,000
7.WNOE-FM	country	9,100
7.WRNO(FM)	contemp. hit	9,100
9.WAJY(FM)	adult contemp.	9,000
10.WWL(AM)	news/talk/country	8,000

32. Sacramento, Calif.

1.KCTC(FM)	easy listening	19,000
2.KFBK(AM)	news/talk	15,000
3.KXOA(FM)	nostalgia	13,700
4.KWOD(FM)	contemp. hit	13,500
5.KROY(FM)	contemp. hit	12,600
6.KRAK-FM	country	12,500
7.KZAP(FM)	AOR	11,300
8.KSFM(FM)	contemp. hit	10,900
9.KRAK(AM)	country	7,300
10.KRXQ(FM)	AOR	6,200

33. Norfolk-Virginia Beach-Newport News, Va.

1.WNOR-AM-FM	AOR	19,900
2.WCMS-FM	country	18,300
3.WNVZ(FM)	contemp. hit	16,300
4.WFOG(FM)	easy listening	14,400
5.WOWI(FM)	urban contemp.	11,000
6.WMYK(FM)	urban contemp.	10,100
6.WWDE-FM	adult contemp.	10,100
8.WGH(FM)	contemp. hit	8,700
9.WLTY(FM)	adult contemp.	8,100
10.WTAR(AM)	oldies	8,000

34. Columbus, Ohio

1.WLVQ(FM)	AOR	18,500
2.WTVN(AM)	cont. hit/oldies	16,500
3.WSNY(FM)	adult contemp.	15,800
4.WNCI(FM)	adult contemp.	15,000
4.WXGT(FM)	contemp. hit	15,000
6.WBNS-FM	easy listening	14,600
7.WHOK(AM)	country	7,200
8.WMGG(FM)	classic hits	6,700
9.WMNI(AM)	country	5,400
10.WVKO(AM)	black	5,000

35. Buffalo-Niagra Falls, N.Y.

1.WBUF(FM)	adult contemp.	18,500
2.WYRK(FM)	country	16,100
3.WBEN(AM)	adult contemp.	14,400
4.WHTT(FM)	classic hits	13,600
5.WJYE(FM)	easy listening	12,900
6.WECK(AM)	nostalgia	10,000
6.WKSE(FM)	contemp. hit	10,000
8.WBLK-FM	urban contemp.	9,700
9.WMJQ(FM)	country	9,500
10.WGR(AM)	adult contemp.	9,400

36. Salt Lake City-Ogden-Provo

1.KRSP(FM)	AOR	15,700
2.KISN(FM)	adult contemp.	14,300
3.KSFI(FM)	easy listening	13,400
4.KSL(AM)	MOR	11,900
5.KKAT(FM)	country	10,900
6.KCPX-FM	contemp. hit	10,700
7.KSOP-AM-FM	country	8,600
8.KLCY(FM)	adult contemp.	6,600
9.KBER(FM)	AOR	6,500
10.KALL(AM)	adult contemp.	5,700

37. Indianapolis

1.WFBQ(FM)	AOR	27,600
2.WIBC(AM)	adult contemp.	24,600
3.WFMS(FM)	country	18,300
4.WXTZ(FM)	easy listening	15,600
5.WTLC(FM)	urban contemp.	15,500
6.WENS(FM)	soft contemp.	12,600
7.WZPL(FM)	contemp. hit	11,600
8.WEAG(FM)	contemp. hit	7,000
9.WTUX(AM)	nostalgia	6,800
10.WTPI(FM)	adult contemp.	5,900

38. San Antonio, Tex.

1.KTFM(FM)	adult contemp.	18,300
2.KISS(FM)	AOR	16,300
3.KITY(FM)	country	14,400
4.KQXT(FM)	easy listening	14,200
5.KAJA(FM)	country	12,400
6.KCOR(AM)	Spanish	9,700
7.WOAI(AM)	news/talk	8,400
8.KSMG(FM)	classic hits	8,300
9.KBUC-FM	country	7,800
9.KONO(AM)	oldies	7,800

39. Riverside-San Bernardino, Calif.

1.KDUO(FM)	easy listening	12,500
2.KGGI(FM)	contemp. hit	12,100
3.KRTH(FM)	oldies	11,700
4.KIIS-AM-FM	contemp. hit	9,000
5.KLOS(FM)	AOR	6,900
6.KFI(AM)	MOR	6,100
7.KOST(FM)	soft contemp.	5,500
8.KFXM(AM)	nostalgia	5,200
9.KQLH(FM)	soft contemp.	5,100
10.KTWV(FM)	new age/jazz	4,900

40. Hartford-New Britain-Middletown, Conn.

1.WTIC(AM)	MOR	30,000
2.WTIC-FM	contemp. hit	22,300
3.WRCH-FM	easy listening	14,600
4.WDRC-FM	oldies	11,500
5.WKSS(FM)	contemp. hit	8,700
6.WCCC-AM-FM	AOR/contemp. hit	7,900
7.WIOF(FM)	adult contemp.	7,400
8.WHCN(FM)	AOR	7,300
9.WPOP(AM)	news/talk	5,400
10.WRCQ(AM)	nostal.	5,100

41. Charlotte-Gastonia-Rock Hill, N.C.

1.WSOC-FM	country	18,500
2.WPEG(FM)	urban contemp.	18,100
3.WBT(AM)	adult contemp.	12,100
4.WRFX(FM)	AOR	11,900
5.WROQ(FM)	contemp. hit	11,500
6.WLVK(FM)	country	10,800
7.WEZC(FM)	adult contemp.	9,900
8.WWMG(FM)	adult contemp.	8,500
9.WBCY(FM)	contemp. hit	7,700
10.WLIT-FM	soft cont.	6,900

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42. Rochester, N.Y.

1.WCMF(FM)	AOR	20,500
2.WPXY-AM-FM	contemp. hit	18,300
3.WVOR(FM)	adult contemp.	14,100
4.WEZO(FM)	easy listening	10,700
5.WHAM(AM)	adult contemp.	10,600
6.WBEE-FM	country	10,200
7.WZSH(FM)	easy listening	9,700
8.WDKX(FM)	urban contemp.	7,800
9.WKLX(FM)	classic hit	6,500
10.WNYR(AM)	country	3,000

43. Oklahoma City

1.KATT-FM	AOR	18,800
2.KXXY-AM-FM	country	15,500
3.KJYO(FM)	contemp. hit	13,900
4.KTOK(AM)	talk	10,700
5.KZBS(FM)	adult contemp.	10,600
6.KKNG(FM)	easy listening	10,500
7.KLTE(FM)	soft contemp.	7,500
8.KPRW(AM)	urban contemp.	6,000
9.KOMA(AM)	easy listening	5,800
10.WKY(AM)	country	5,500

44. Monmouth-Ocean counties, N.J.

1.WPLJ(FM)	contemp. hit	11,000
2.WOR(AM)	talk	9,500
3.WNEW-FM	AOR	9,200
4.WADB(FM)	easy listening	9,000
5.WOBM-FM	adult contemp.	8,300
5.WPAT-FM	easy listening	8,300
7.WXRK(FM)	AOR	7,700
8.WCBS(AM)	all-news	5,300
9.WCBS-FM	oldies	5,200
10. WHTZ(FM)	cont. hit	4,700
10.WMJY(FM)	cont. hit/oldies	4,700

45. Louisville, Ky.

1.WHAS(AM)	adult contemp.	20,200
2.WAMZ(FM)	country	19,200
3.WDJX(FM)	contemp. hit	11,300
4.WRKA(FM)	adult contemp.	10,100
5.WQMF(FM)	AOR	9,900
6.WVEZ(FM)	soft contemp.	9,300
7.WLRS(FM)	AOR	8,100
8.WJYL(FM)	urban contemp.	7,100
9.WAVG(AM)	adult contemp.	5,600
10.WLOU(AM)	black	5,500

46. Dayton, Ohio

1.WTUE(FM)	AOR	18,100
2.WTGZ(FM)	contemp. hit	16,300
3.WHIO-FM	easy ilstening	15,000
4.WONE(AM)	country	9,400
5.WHIO(AM)	adult cont./talk	8,500
6.WWSN(FM)	adult contemp.	6,800
7.WYMJ-FM	adult contemp.	5,700
8.WBVE(FM)	country	5,500
9.WLW(AM)	adult contemp.	5,300
10.WBLZ(FM)	urban contemp.	4,800

47. Birmingham, Ala.

1.WZZK-AM-FM	country	21,300
2.WNJJ(FM)	adult contemp.	15,300
3.WAPI-FM	contemp. hit	15,000
4.WKXX(FM)	contemp. hit	14,200
5.WENN-FM	black	11,300
6.WAGG(AM)	gospel	6,700
7.WAPI(AM)	nostalgia	5,300
7.WERC(AM)	news/talk	5,300
9.WLTB(FM)	easy listening	4,700
10.WATV(FM)	black contemp.	4,300

48. Nashville

1.WKDF(FM)	AOR	19,400
2.WSM-FM	country	14,600
3.WYHY(FM)	MOR	11,300
4.WLAC-FM	adult contemp.	10,100
4.WZEZ(FM)	easy listening	10,100
6.WQQK(FM)	urban contemp.	9,300
7.WSIX-AM-FM	country	6,900
8.WWKX(FM)	contemp. hit	6,800
9.WSM(AM)	country	6,600
10.WLAC(AM)	news/talk	4,700

49. Greensboro-Winston Salem-High Point, N.C.

1.WTQR(FM)	country	22,500
2.WKRR(FM)	classic rock	12,200
3.WKSI(FM)	contemp. hit	10,300
4.WKZL(FM)	contemp. hit	9,300
5.WOJY(FM)	easy listening	8,800
6.WQMG(FM)	urban contemp.	8,700
7.WMAG(FM)	adult contemp.	7,100
8.WSJS(AM)	adult contemp.	7,000
9.WTHP(FM)	oldies	4,400
10.WMQX(FM)	AOR	3,700

50. Memphis

1.WHRK(FM)	urban contemp.	20,800
2.WMC-FM	adult contemp.	15,300
3.KRNB(FM)	urban contemp.	11,600
4.WGKX(FM)	country	11,000
5.WRVR(FM)	adult contemp.	9,500
6.WDIA(AM)	black	9,300
7.WLOK(AM)	gospel/blues	9,100
8.WEZI(FM)	easy listening	7,400
9.WHBQ(AM)	news/talk	5,100
10.WEGR(FM)	AOR	5,000

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Likely candidates for AM stereo

Some stations more likely than others to switch to AM stereo transmission according to NAB survey

The adoption of AM stereo appears to be one issue that remains on the back-burner for many AM radio executives in 1987, even though audience listening levels for the medium's oldest band continues to decline.

Five years after the FCC gave AM stereo the green light, leaving it up to the marketplace to decide upon a standard, only about 11%-12% of the roughly 5,000 commercial AM stations—nearly 500 on Motorola's C-Quam system and about another 100 with Kahn Communications—are transmitting in stereo. Based on research conducted by the National Association of Broadcasters, the reasons often cited by AM broadcasters for not switching from mono to stereo are cost, format suitability, lack of a single standard and lack of AM stereo receivers. But both Motorola and Kahn have projected a continuing flow of conversions in the coming years.

Who are the broadcasters more likely to switch to stereo? According to Rick Ducey, NAB senior vice president for research and planning, which just finished tabulating responses from a recent radio technology telephone survey, station operators who operate co-owned AM/FM stations are twice as likely to switch to AM stereo than those who run a stand-alone AM property. Medium and large market AM stations are four-to-five times more likely to make the move than small market operations, and group-owned AM stations are three times more likely to go to stereo than nongroup outlets.

"AM stereo is still perceived to be important by the industry, but to varying degrees with different segments of AM broadcasters," said Ducey.

Glynn Walden, engineering manager,

ing Corporation, Page Enterprises, Inc. (KAME-TV)., and Nevada Television Corporation. (MM Docket 85-293 by ID [FCC 87D30] issued August 17 by ALJ Joseph Chackin).

■ Bloomfield, N.M.—Designated for hearing applications of Mehl D. Tafoya, The Taber Broadcasting Company of New Mexico and Jose C. Olivarez for new FM on Channel 283C (104.5 Mhz). at Bloomfield. (MM Docket 87-340 by Order [DA 87-1190] adopted August 20 by Chief, Audio Services Division).

■ Grifton, N.C.—Designated for hearing applications of William S. Page, Jan B. Greene, Campbell Radio, Columbia Women's Radio, Inc. and Grifton Communications for new FM on Channel 257A (99.3 Mhz). at Grifton. (MM Docket 87-346 by Order [DA 87-1202] adopted August 21 by Chief, Audio Service Division, Mass Media Bureau).

■ Karns, Tenn.—Designated for hearing applications of John Strelitz, Piedmont Partnership, Karns Broadcasters, Ltd., Beaver Ridge Communications, Ltd., Jacob Broadcasting Company, Inc., and George S. Flinn, Jr. for FM on Channel 226A (93.1 Mhz). at Karns. ([Docket No. omitted] by Order [DA 87-1191] adopted August 20 by Chief, Audio Services Division, Mass Media Bureau).

Allocations

■ Millbrook, Ala.—At request of Mac Carter, proposed amending FM Table by allotting Channel 246A (97.1 Mhz) to Millbrook as its first local broadcast service. Comments are due October 19, replies November 3. (MM Docket 87-333 by NPRM [DA 87-1179] adopted August 5 by Chief, Allocations Branch, Mass Media Bureau.)

■ Madera, Calif.—At request of KQMD-FM, proposed amending FM Table by substituting Channel 221B1 (92.1 Mhz) for Channel 221A and modifying KQMD-FM's license to specify operation on higher powered channel. Comments are due October 19, replies November 3. (MM Docket 87-334 by NPRM [DA 87-1161] adopted August 3 by Chief, Allocations Branch.)

■ Oidale, Calif.—At request of Buckley Broadcasting Corp., proposed amending FM Table by substituting 237B1 (95.3 Mhz) for Channel 237A and modifying license of KLLY(FM) to specify operating on higher powered station. Comments are due October 19, replies November 3. (MM Docket 87-332 by NPRM [DA 871180] adopted August 5 by Chief, Allocations Branch.)

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Fort Walton Beach, Fla.—Substituting Channel 258C2 (99.5 Mhz) for Channel 257A (99.3 Mhz) at Fort Walton Beach and modifying license of WFTW-FM to specify new channel. (MM Docket 86505 [DA 87-1150] adopted August 4.)

■ Augusta, Ga.—At request of Sunny Communications, Inc., proposed amending FM Table by substituting Class C Channel 289 (105.7 Mhz) for Channel 289C1 and modifying license of WZNY(FM) to specify operation on higher powered channel. Comments are due October 19, replies November 3 (MM Docket 87-337 by NPRM [DA 87-1164] adopted August 5 by Chief, Allocations Branch.)

■ Pittsfield, Ill., and Palmyra, Mo.—Substituting Channel 250C2 (97.9 Mhz) for Channel 252A (98.2 Mhz) at Palmyra, and Channel 248B1 (97.5 Mhz) for Channel 249A (97.7 Mhz) at Pittsfield; and modifing license of KIDS, Palmyra, to specify Channel 248B1. (MM Docket 86-146 [DA 87-1151] adopted August 5.)

■ North Windham, Me.—At request of Kollen Dodge, proposed amending FM Table by allotting Channel 294A (106.7 Mhz) to North Windham as its first local FM service. Comments are due October 19, replies November 3. (MM Docket 87-336 by NPRM [DA 87-1165] adopted August 5 by Chief, Allocations Branch.)

■ Webster, Mass.—Allotting Channel 255A (98.9 Mhz) to Webster as its first FM service. The window period for filing applications opens October 14 and closes November 13. (MM Docket 86-145 [DA 87-1163] adopted August 4.)

■ L'Anse, Mich.—At request of Aaron J. Coffey, proposed amending FM Table by allotting Channel 291C2 (106.1 Mhz) to L'Anse as its first FM broadcast service. Comments are due October 19, replies November 3. (MM Docket 87-331 by NPRM [DA 87-1181] adopted August 5 by Chief, Allocations Branch.)

■ Newsberry and Munising, Mich.—Effective October 13, amended FM Table by allotting Channel 250C2 (97.9 Mhz) to Newberry as its second FM service and substituting Channel Channel 252C2 (98.3 Mhz) for Channel 252A at Munising and modifying license of WQXO-FM to specify operation on Channel 252C2. The window period for filing applications for Channel 250C2 at Newberry will open October 14 and close November 13. (MM Docket 86-447 by R&O [DA 87-1182] adopted August 6 by Chief, Allocations Branch.)

■ Winona, Minn.—Allotting Channel 268A (101.5 Mhz) to Winona as its second FM service. The window dates will be announced at future date. (MM Docket 86-372 [DA 87-1152] adopted August 5.)

■ Steelville, Mo. At request of Randal Wachter, proposed amending FM Table by substituting Channel 227C2 (93.3 Mhz) for 244A (96.7 Mhz) at Steelville and modifying license of KNSX-FM to specify operation on new channel. Comments are due October 19, replies November 3. (MM Docket 87-335 by NPRM [DA 87-1166] adopted August 5 by Chief, Allocations Branch.)

■ Warsaw, Mo.—Effective October 18, amended FM Table by allotting Channel 256A (99.1 Mhz) to Warsaw as its second FM service. The window filing period will open October 14 and close November 13. (MM Docket 86-437 by R&O [DA 871183] adopted July 30 by Chief, Allocations Branch.)

■ Grants, N.M.—Allotting Class C Channels 279 (103.7 Mhz) and 288 (105.5 Mhz) and deleting Channel 237A (95.3 Mhz) at Grants and modifing license of KLLT(FM) to specify operation on Channel 279 in lieu of Channel 237A at Grants. The window will open October 14, and close November 13. (MM Docket 87-105 [DA 87-1154] adopted August 5.).

■ Lisbon, N.D.—Substituting Channel 291C2 (106.1 Mhz) for Channel 292A (106.3 Mhz) at Lisbon and modifing license of KQLX-FM to specify operation on higher powered channel. (MM Docket 87-31 [DA 87-1153] adopted August 5.)

■ Aguada, P.R.—Allotting UHF TV Channel 50 to Aguada as its first local TV service. (MM Docket 87-32 [DA 87-1155] adopted August 5.)

■ Caldwell, Tex.—Allotting Channel 236A (95.1 Mhz) as its first FM service. The window will open October 14 and close November 13. (MM Docket 87-20 [DA 87-1162] adopted August 5.)

■ Witchita Falls, Tex.—At request of Witchita Falls Communications, proposed amending FM Table by substituting Class C2 Channel 292 (106.3 Mhz) for Channel 292A at Wichita Falls and modifying license of KTLT(FM) to specify operation on higher class channel. Comments are due October 19, replies November 3. (MM Docket 87-341 by NPRM [DA 87-1184] adopted August 3 by Chief, Allocations Branch.)

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